

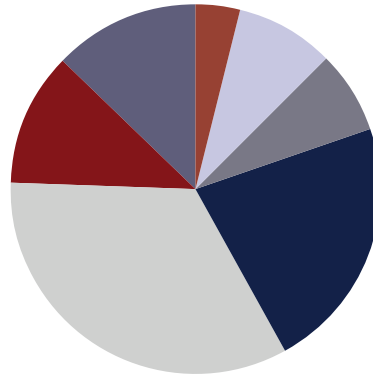


City of Wharton TEXAS



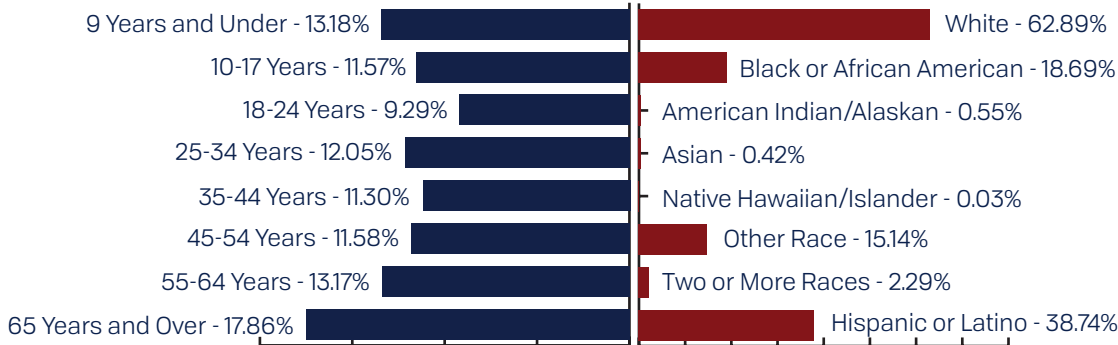
POPULATION
23,474

**2018 Estimated Retail
Trade Area Population**



Graduate or Professional	4.2%
Bachelor's Degree	8.8%
Associate Degree	7.6%
Some College, No Degree	21.9%
High School Graduate	34.6%
Some High School, No Degree	10.72%
Less than 9th Grade	12.3%

AGE DISTRIBUTION AND RACE



Median Age 38.43
Average Age 39.48

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 6 3 , 5 0 0

MEDIAN HOUSEHOLD INCOME

\$ 4 6 , 9 4 1

PER CAPITA INCOME

\$ 2 4 , 3 8 6

OPPORTUNITY IN WHARTON

Clothing & Accessories Stores

Sales Leakage = \$10,582,949

Potential Retail Sales \$307,477,899

Sporting Goods Stores

Sales Leakage = \$2,807,437

Actual Sales \$242,509,712

Food Service & Drinking Places

Sales Leakage = \$15,273,822

Sales Leakage \$64,968,187

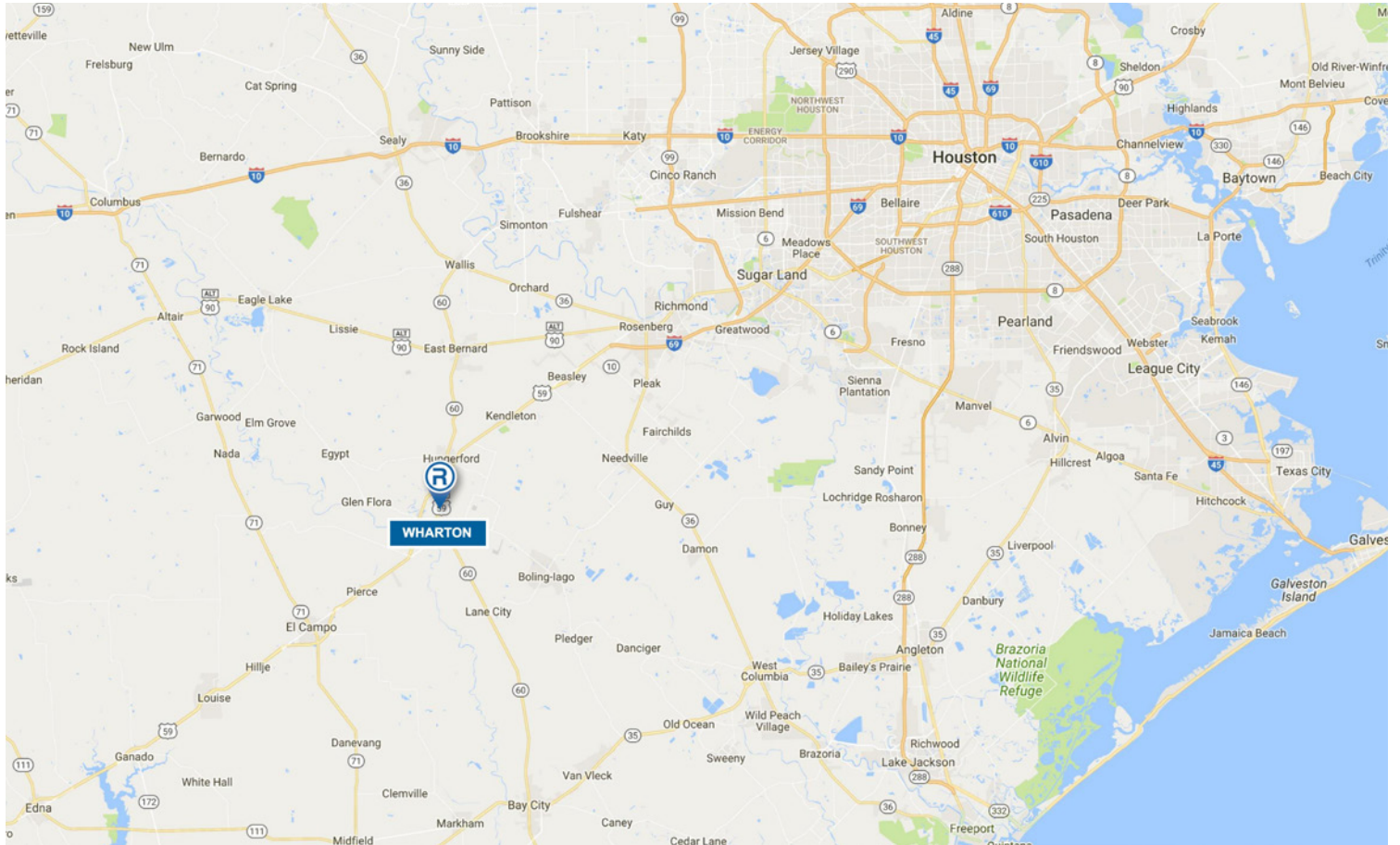
**Chad Odom, DFCP,
Executive Director**

Wharton Economic Development Corp.
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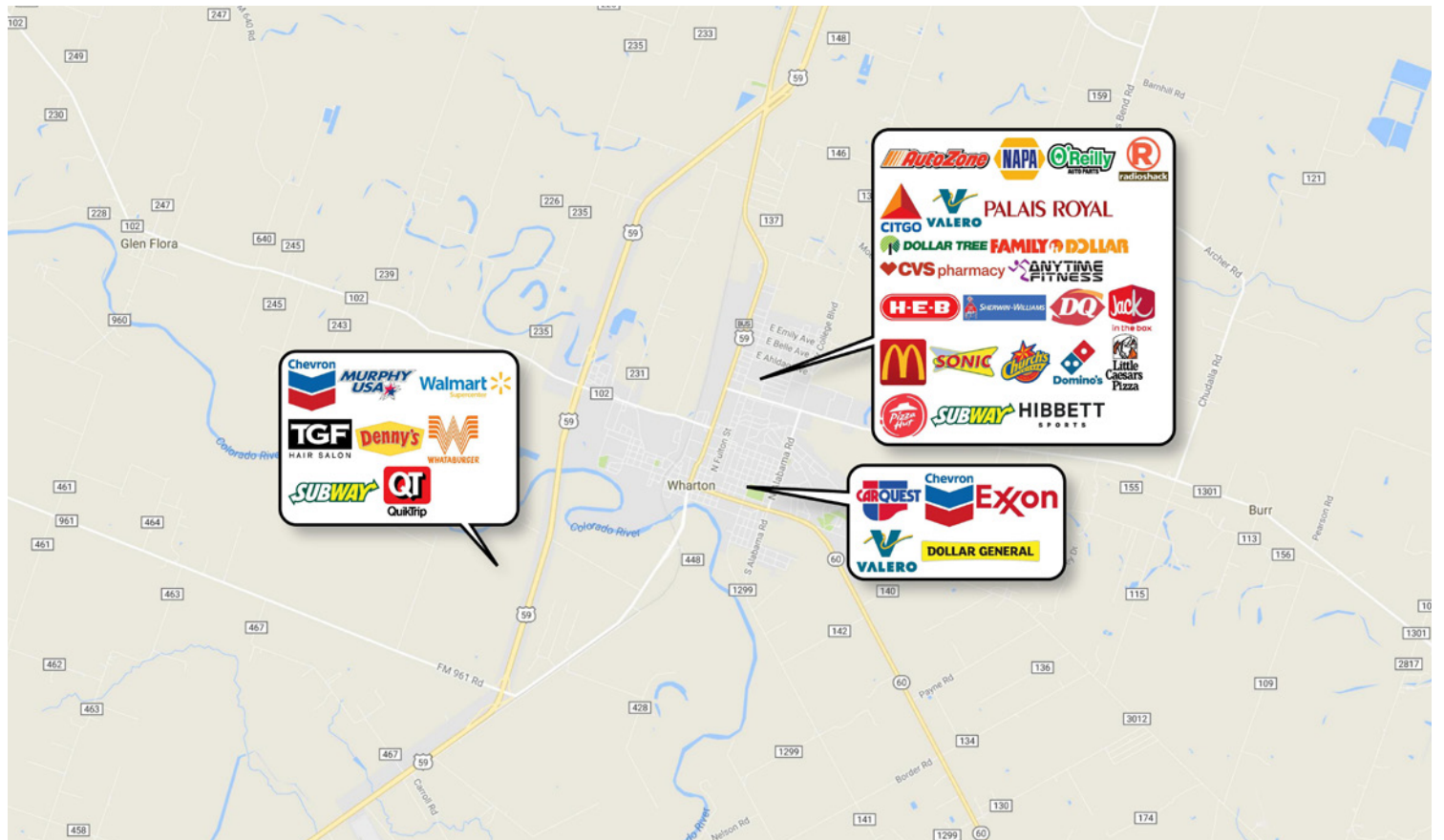
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LOCATION MAP



EXISTING RETAIL



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